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**“CUSTOMER EXPERIENCE AND SATISFACTION
TOWARDS THE QUALITY OF COUNTER SERVICE IN
MAHSA LEARNING CENTRE SARAWAK”**

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CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

This chapter is about customer experience and satisfaction towards the quality of counter service in MAHSA Learning Centre Sarawak. This chapter will discuss the background of the study, research problem statement, research questions, research objectives, and research scope of the study, research significance and research limitation and constraints and the definition of terms.

1.2 BACKGROUND OF STUDY

This study aims to examine customer experience and satisfaction towards the quality of the counter service in MAHSA Learning Centre Sarawak. Counter service is the main functions to communicate and face with the customer wants from the service provided by MAHSA Learning Centre Sarawak. The customer service efficiency is the prime goal for service-oriented organizations, such as contact centres, service desks and call centres. It is also an important objective for any organization since it encompasses all relations and transactions with customers.

Therefore, counter service of MAHSA Learning Centre Sarawak have to strive to deliver to their customer not only the product or service but also 'quality' and 'satisfaction' to align with their objectives as a whole. MAHSA Learning Centre Sarawak is committed to providing quality education that puts customers at the frontiers of knowledge in diverse disciplines through systematic and professional management in line with international industry benchmarks. Customer service is a process that can be optimized and made more efficient through the prudent choice of tools and the application of the right skills. (Sam Miller, 2009). This study, however, focuses only in counter service at MAHSA Learning Centre Sarawak. The counter service played its role to deliver a good quality service to ensure every complaining from the customers can be reduced and solve with properly. Quality of counter service that offers by any organizations to the customers can contribute to building their image and successful organizations.

1.3 PROBLEM STATEMENT

According to (RBosch, 2005), many organizations are faced with significant challenges in the area of customer service and service delivery both internally and externally. The counter service is defined as the service which is delivered through the table provided or also known as the counter. In other words, the counter service is the service in which delivery of service is done by face-to-face conversation. Every customer has a different impression and expectations towards the service provider, include the counter services. If the customers are not satisfied with the quality service or counter service, customers start to complain. From the researcher's observation, since researcher is also doing practical at MAHSA Learning Centre Sarawak, the first problem is customers complain about counter service which is there are some customers especially the part-time student of MAHSA Learning Centre Sarawak claim that the service of the counter service in MAHSA Learning Centre Sarawak is very bad. They claim the staff are unfriendly and having a poor attitude. Here, the researcher needs to study whether or not, the claim that was made by the part-time students in MAHSA Learning Centre Sarawak is valid and reflect the inappropriate attitude of the staff when service was delivered at the counter.

The second problem related to counter service at the MAHSA Learning Centre Sarawak is, perhaps it is not following the criteria of the counter service especially in term of their facilities such as providing the bell on the counter service. However, according to the claim made by some part-time students, there is some counter service that do not provide bell so they were having difficulty to call the staff. Therefore, the researcher needs to study the facilities of the counter service is affecting the service quality of the counter service in MAHSA Learning Centre Sarawak. Last but not least, the third problem is the improvement initiative of counter service might influence the service quality of MAHSA Learning Centre Sarawak counter service. Too much complaining from the customer means that the MAHSA Learning Centre Sarawak counter service is not being well managed. SERVQUAL will be used in this study to identify the customer expectation towards the quality service provided by MAHSA Learning Centre Sarawak.

1.4 RESEARCH QUESTIONS

This research is to identify the customers' experience and satisfaction towards the quality of the counter service in MAHSA Learning Centre Sarawak. Therefore, there are several research questions that need to find out while conducting this research.

RQ 1: What are the customer experience and satisfaction towards the quality of counter service in MAHSA Learning Centre Sarawak?

RQ 2: What are the factors that influence customer satisfaction towards the quality of counter service in MAHSA Learning Centre Sarawak?

RQ 3: What are the recommendations and suggestions from customer to improve the quality of counter service in MAHSA Learning Centre Sarawak?

1.5 RESEARCH OBJECTIVES

The objective of study on quality of counter service in MAHSA Learning Centre Sarawak. Research objectives should have the identified specific issues or problems that need to be studied and these problems often termed as dependent and independent variables (Voon & Lee, 2012). The research objectives of this study are:

RO 1: To determine customer experience and satisfaction towards the quality of the counter service in MAHSA Learning Centre Sarawak.

RO 2: To identify factors that influence customer satisfaction towards the quality of counter service in MAHSA Learning Centre Sarawak.

RO 3: To identify recommendation and suggestion from customer to improve the quality of counter service in MAHSA Learning Centre Sarawak.

1.6 SCOPE OF THE STUDY

This study will be conducted among customers that come to MAHSA Learning Centre Sarawak. The respondent for our study are the people who come to MAHSA Learning Centre Sarawak. Apart from that, the part-time student at MAHSA Learning Centre Sarawak also one of the target group in this study. This study attempts to analyse and better understanding the quality of counter service provided by MAHSA Learning Centre Sarawak customers.

Questionnaires will be distributed to the selected respondents during working hours and also during weekends which are the most appropriate times because the availability of the respondents during those times is high. The area of this study will cover the overall about customer experience and satisfaction towards the quality of counter service in MAHSA

CHAPTER 2: LITERATURE REVIEW

2.0 INTRODUCTION

Published articles, journals and books were collected to investigate the theories and past empirical studies which are related to this study. This chapter consists of a literature review, review of relevant information from other researchers and also the theoretical framework.

2.1 CUSTOMER SATISFACTION

Most people would agree that customers are the most important part of business no customers, no business. It means that without the customer, our product or service it will not give advancement to them (Sharma, 2011). According to (Kotler, Keller, Leong, Ang, & Tan, 2012), customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. (Sharma, 2011) In order to be successful, a business must know who its customers are and what the expectations of those customers are for the product or service the business sells. Customer satisfaction could be observed by customer identification difference on product, sale and service. If during product sale, product quality, sale process and service attitude appeared better than expected, then the customer would be more satisfied.

Customer complains or feels dissatisfaction towards the service and product will contribute to customer satisfaction (Lin, 2008). According to (Sharma, 2011) Customer complaints are like medicine. Nobody likes them, but they make us better. Actually, customer complaints are probably more like preventative medicine because they provide advanced warning about problems. So, from that complaining, any improvement can be implemented to the product or even the service provided to the customers. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new products and upgrades existing products, talks favourably about the company and its product, pays less attention to competing brands and is less sensitive to price, offers product or services ideas to the company. (Kotler, Keller, Leong, Ang, & Tan, 2012)